

# PLAIN TALKS

APRIL - MAY, 1977





# WELCOME ABOARD

## SYSTEM DEPARTMENTS

### Accounting Services

Holt, Makiko T., Bmt., Clerk - Payroll

### Material Services

Sells, Ruthie T., Bmt., Clerk - Order Processing

### Information & Data Services

Conn, Sandra W., Bmt., Stenographer-Sr - Records

## BEAUMONT DIVISION

### Distribution

Gomez, Steven B., Bmt., Comm Serviceman 3/C-T&D/Comm  
Jones, James T., Orange, Lineman 1/C-T&D/Line

### Division Accounting

Daigle, Joseph L., Jr., Bmt., Storeroom Asst-Stores  
Yowman, Sandra H., Bmt., Clerk - Cust Accts  
Reese, Lenalyn C., Vidor, Local Office Clerk - Overall  
Moss, Arthur C., Jr., Anahuac, Meter Reader-Cust Accts

## PORT ARTHUR DIVISION

### Division Production

Chatlosh, Clifford E., Br City, Laborer I-Labor Crews-Sab Sta  
Adams, Charlie J. A., Br City, Equipment Operator-Operns  
Evans, Dale P., Br City, Equipment Operator-Operns

## WESTERN DIVISION

### Distribution

Cash, Gary S., Conroe, Div Substa Operator-T&D/Service  
Hass, Edward W., Clevel., Helper-T&D-Labor Crews-Line  
McGowen, Calvin R., Clevel., Helper-T&D-Labor Crews-Line  
Smith, William A., Huntsvl., Helper-T&D-Labor Crews-Line

### Division Accounting

Mitchell, Aron L., Conroe, Meter Reader-Cust Accts  
Pelly, Audrey S., Conroe, Clerk - Cust Accts  
Rushing, Sharon C., N Caney, Local Office Clerk-Overall

## BATON ROUGE DIVISION

### Division Production

Cambre, Gregory P., B Rouge, Operator Helper-Operns-La Sta  
Beshears, Eric P., B Rouge, Equipment Operator-Operns-La Sta  
Corkern, Keith L., B Rouge, Equipment Operator-Operns-La Sta  
Dunlap, Lionel, B Rouge, Operator Helper-Operns-La Sta

### Gas Department

Marshall, Richard A., B Rouge, Laborer I-Gas Dept-Dist Labor  
Crews

### Distribution

Fontenot, Winston L., B Rouge, Comm Serviceman 3/C-T&D/Comm  
Wilson, Mary M., B Rouge, Dept Clerk-T&D/Engr  
Barrow, Gordon T. III, B Rouge, Lbr I-T&D/Labor Crews-Line

### Division Accounting

Arnold, Jerry L., B Rouge, Laborer I - Stores  
Davis, Patricia A., B Rouge, Clerk - Cust Accts

## LAKE CHARLES DIVISION

### Division Production

Fontenot, Gerard L., L Chas., Equip. Oper-Operns-Nelson Sta

### Distribution

Guy, Kent M., L Chas., Laborer I-T&D/Lbr Crews-Line  
Kennedy, Helen R., Lafay., Dept Clerk-T&D/Service

### Division Marketing

James, Mac Donald, L Chas., Consumer Serv Repr-Consumer  
Service

### Division Accounting

Fields, Joseph C., Jr., L Chas., Laborer I - Stores  
McDowell, Bridget, Lafay., Dept Clerk-Cust Accts

## MANAGEMENT

Stafford, Robert B., Bmt., Quality Assurance Repr  
Quality Assurance

Malik, Iftikhar M., Bmt., Engineer-Sys Eng/Eng Des-Constr  
Joiner, Donald W., Bmt., Admin Acct-Acctg Sys  
Jackson, Karl W., Bmt., Admin Acct-Acctg Sys  
Dewey, John R., Bmt., Systems Analyst-IDS/Implem Sys  
Gregory, William S., Bmt., Systems Analyst-IDS/Implem Sys  
McPherson, Mary, Bmt., Systems Analyst-IDS/Implem Sys  
Reed, Donald L., Bmt., EDP Engineer-IDS/Implem Sys  
Johnson, Terry L., B City, Environmental Analyst-Sys Prod  
Laxton, Garry D., B Rouge, Engineer-Div Prod/La Sta  
Wells, Paul L., St Francvl., Quality Assurance Repr  
Quality Assurance

## STUDENT ENGINEER

Romero, Jose G., Bmt., Student Engr-Sys Eng/Trans Plang  
Strickland, Paul E., Bmt., Student Engineer-T&D/Engr



# PLAIN TALKS

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P. O. Box 2951  
Beaumont, Texas 77704

Member:  
 **Houston**

## INSIDE FRONT COVER

Welcome Aboard

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### CONSUMER EDUCATION IS TARGET

Utility marketing efforts today focus on the hardest sell ever . . . and success of the program has become a national issue.

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### GSU NEWS

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This "N" that related to employees and their families around the system

## THE COVER:

Load management at Gulf States has been an ongoing effort in one form or another for a number of years. The cover highlights just a few of the thousands of pictures taken by PLAIN TALKS covering Load Management, and education of the consumer by such methods as the Speakers Bureau, energy displays, television and print media copy and advertising, meetings and planning sessions, infrared photography and other programs. All of these efforts are coordinated by the Marketing Department. What has, and will take place in Marketing is a story you should know about. See page two.





**Dr. Walter Hazard explains how Infrared Aerial Photography can be used to find heat loss in homes and buildings to Conroe Mayor W. T. "Bud" Hooper, Western Division Manager, Ed Loggins, looks on.**



## **Marketing Dept.**

# **CONSUMER EDUCATION IS TARGET**

The next time you are cornered by a neighbor lamenting over his electric bill, and the fact that something ought to be done about it, agree with him. He's right.

Then ask him if he knows that Gulf States currently has some eleven different programs aimed directly at helping him help himself. Tell him that these programs involve everything from infrared aerial photography to public meetings and seminars directed at educating the consumer on ways he can control his energy use with little sacrifice of his standard of comfort. In summation, point out that Gulf States has been saying exactly the same thing for a number of years, something **MUST** be done about it. And GSU has taken a leading role in not only trying to educate its customers on how to use energy more efficiently, but in advocating a strong energy policy on a national scale as well.

The idea of helping the customer help himself is not entirely altruistic in nature. It's a matter of good business for the utility industry as well. Higher costs of operation and construction have created financial hardships for the utilities in a day and age where frequent requests for rate relief are becoming a way of life. Without restricting growth, it is only through a reduction in peak load by less economically drastic measures, and resulting decreases in monies needed for future construction and maintenance, that sound financing can be practiced. And the only way to do this is to try to get customers to be "energy-efficient" conscious. The less Gulf States has to spend to build and operate facilities, the less the customer is going to have to pay for the end product.



"We must educate our customers," said Charles Glass, vice president-Customer Services, "about the need for improving the efficiency of energy usage. And we must involve them in making energy efficiency decisions to help them prepare for the price increases that are inevitable."

This marketing direction is called "Load Management" at GSU. Today this program has underway:

1. A pilot program utilizing infrared aerial photography of an entire city to measure heat loss in structures.

2. Four energy efficient residential homes utilizing sophisticated monitoring devices to measure the effectiveness of additional insulation

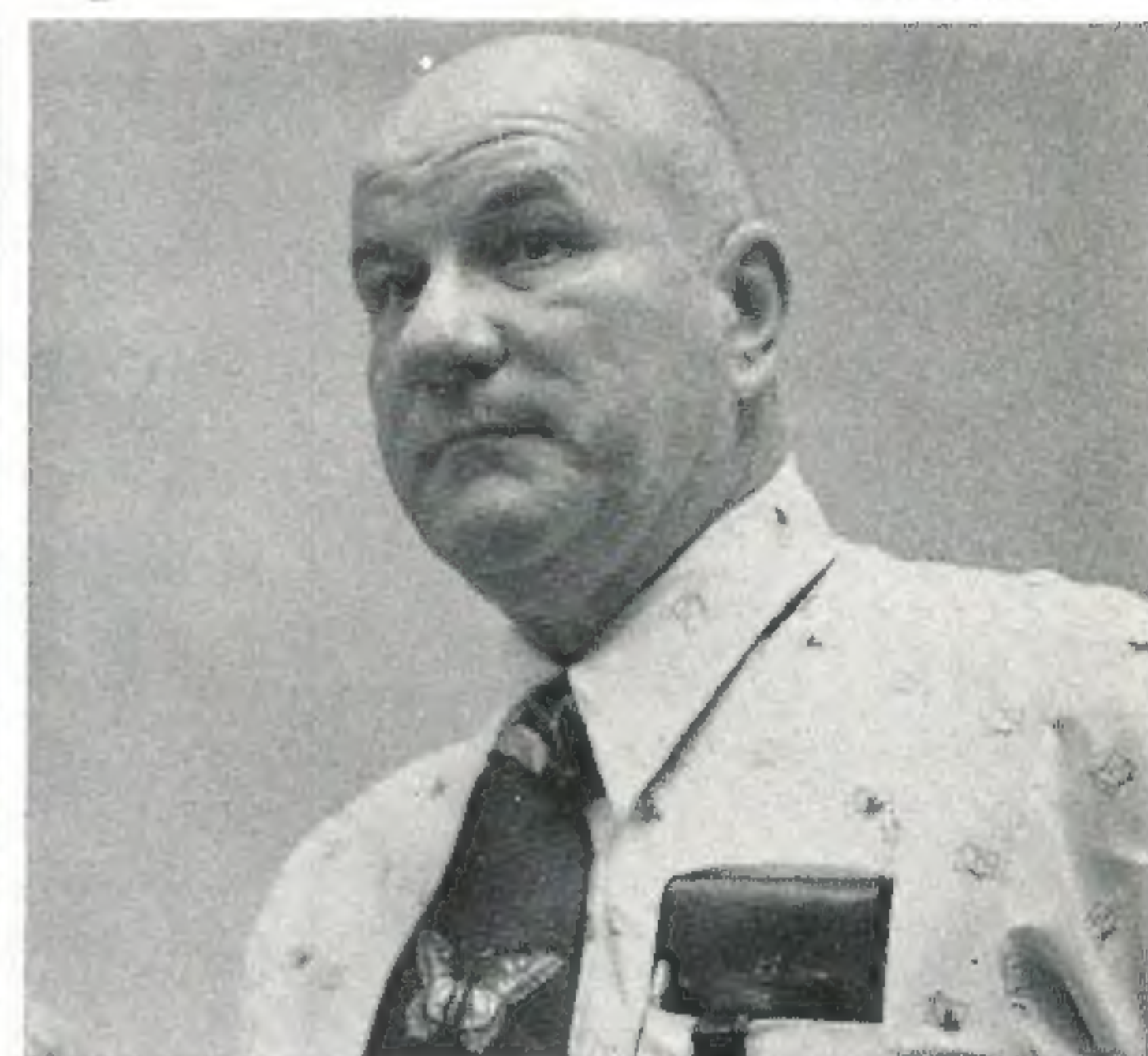
Bordelon



Gallagher



Broussard



methods and high energy efficient equipment.

3. Energy Information Centers scheduled for the larger GSU offices to offer assistance to customers in the form of energy counseling.

4. A retrofit program co-sponsored by the office of Economic Opportunity Commission wherein low income housing is studied to determine the most practical way of upgrading the thermal efficiency of these structures.

5. Cooperation with new construction people in such areas as the Woodlands, north of Houston, wherein energy efficient construction displays and experts are available as consultants based on research sponsored by Texas A&M's College of Architecture and the federal Energy Research and Development Administration.

6. A Baton Rouge retrofit program aimed at all economic levels to determine what existing customers can do in their homes today to increase energy use efficiency, and special mag-tape metering to record results of selected homes undergoing this retrofit.



7. Thermal Storage Research to examine the practicality of a water-cooled air conditioning system in reducing peak load demand.

8. Special low interest Reddy Credit financing available through GSU to aid customers in obtaining additional insulation and purchasing of high EER equipment.

9. An active Speaker's Bureau with selected GSU employees traveling throughout the system with programs for civic clubs, schools, churches, etc., on energy efficiency.

10. Continuous contacts with both Texas A&M and Louisiana State University energy and construction experts to examine new ways to obtain energy efficiency.

11. Advertising on television and through print, all

Johnson

Richardson



*"The Consumer wants to learn, and it's our responsibility to teach them."*

Lake Charles  
Speaker's Bureau

of the above programs, emphasizing the fact that, in the end, it's the customer who must be made aware of what he can do to use energy more efficiently, and how he can do it.

Programs for commercial and industrial customers are well underway, also. These two classes of customers are well aware of the need for efficient use of energy.

On the industrial side (approximately 45 percent of GSU's peak load), most are already involved in some kind of energy efficiency program of their own. Gulf States is working on the possibility of initiating a program wherein special rates might be effective in reducing peak loads. Another project being actively pursued is the construction of on-site coal-fired power plants that would produce both steam and electricity for neighboring customers with the cost being shared by those customers.

Commercial customers have good potential in combating inefficient use of energy but, by the very nature of the business, must be dealt with on an individual basis. GSU consultants are constantly in



touch with these customers seeking ways to improve energy efficient use.

If, by this time, your neighbor still isn't quite convinced, you can remind him that though many of these programs are new, the concepts behind them are not.

Gulf States has been involved in educating its customers for the past four or five years to prepare for higher utility bills. The rising costs of fossil fuels (natural gas and oil) most used by the electric utilities industry to generate electricity; more expensive technologies, such as coal and nuclear plants; high cost of capital; as well as rapidly increasing inflation in all areas; cannot help but drive up the costs of electric generation and result in higher utility bills in the future.

Jim Turner, director-Public Relations (System Marketing), pointed out that all of these programs provide a basic need, "but it's ultimately up to the customer whether these programs result in energy savings for them. We can guide them and help them, but they are the ones who must actually control their thermostats or purchase additional insulation. We've got to convince them of the need to use energy more efficiently, and emphasize that the problem is serious and that we must work together to meet the challenge. Today that's our primary responsibility."



Infrared photography used to detect heat loss



Four energy efficient homes have been constructed to test best methods of cooling and heating homes in Gulf coast climate



Special metering will pinpoint effectiveness of construction techniques and retrofit package.

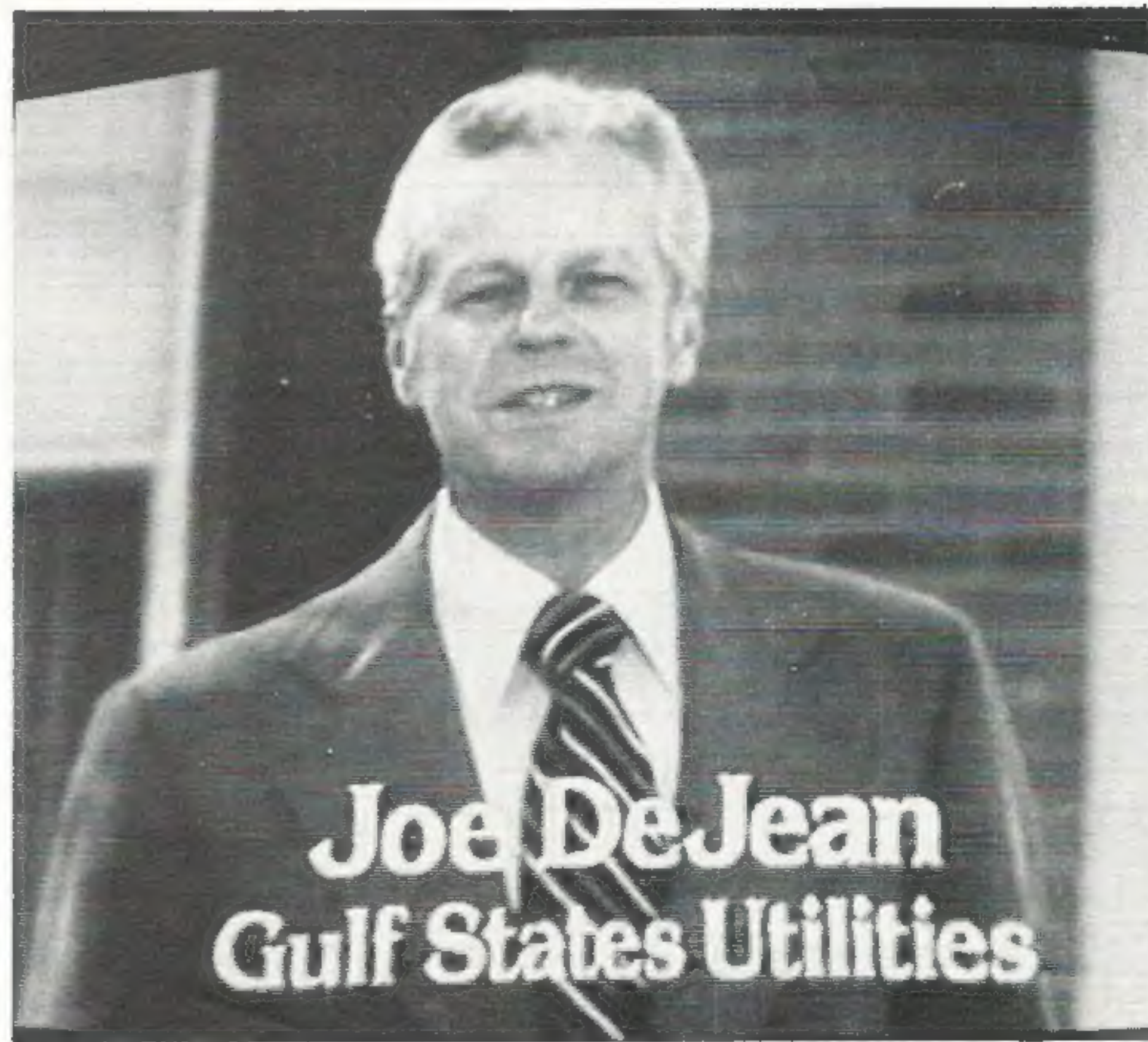




In house publications are popular items at various energy programs sponsored by the Company.



Energy display at Woodlands gives visitors tips on what to consider before building that new home.



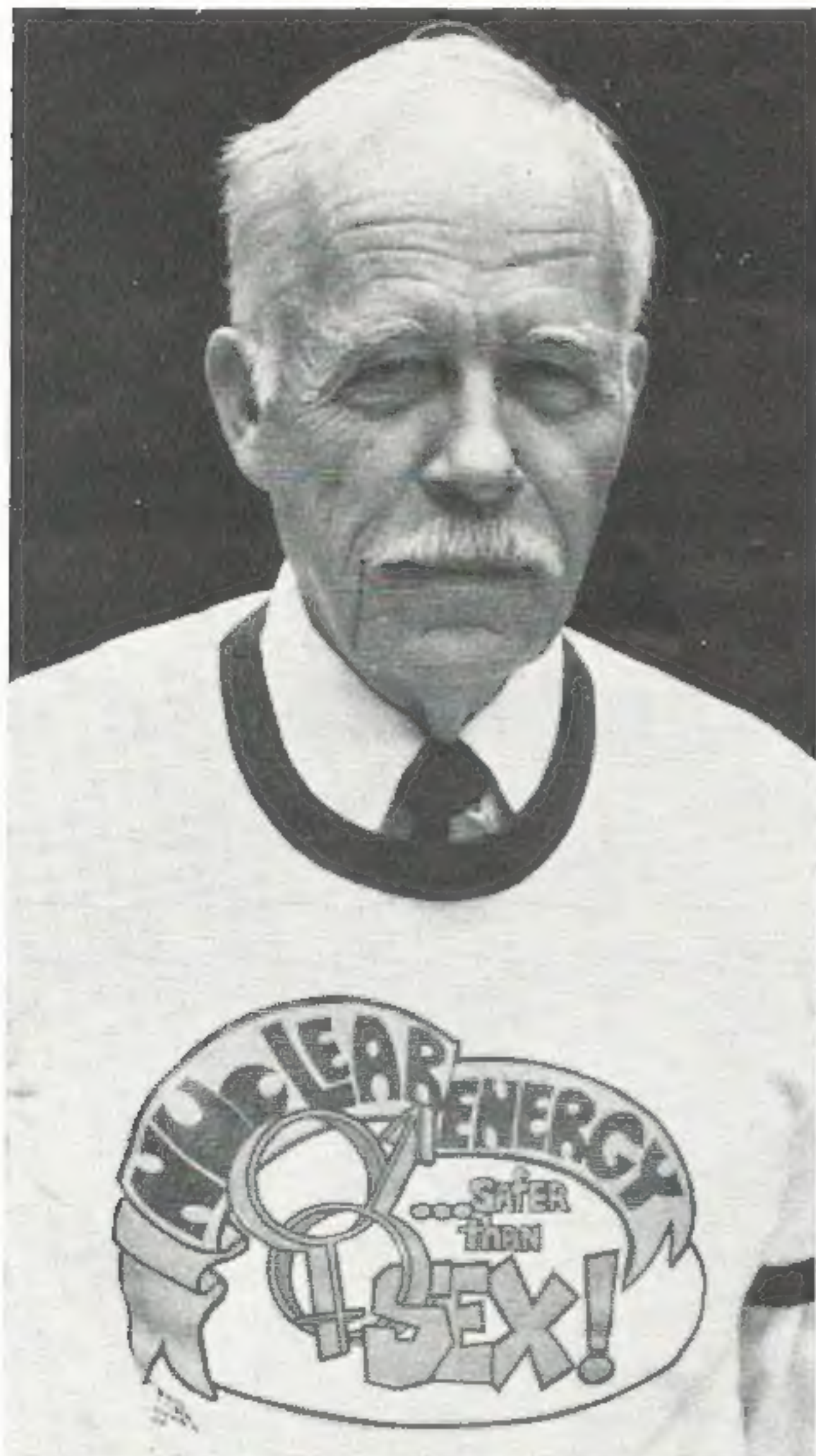
TV advertising will emphasize that GSU can help consumer through education and counseling in ways to achieve greater energy efficiency in the home.



## NRC Approves RB Construction

Though the construction permit for River Bend Station, the Company's first nuclear fueled generating facility, was granted by the Nuclear Regulatory Commission recently, this does not mean that construction activity will be on an immediate increase.

Construction work on a company wide basis has been slowed due to financial problems which now exist as a result of the Louisiana Public Service Commission's decision denying, totally, the Company's electric rate increase request. That decision is currently being appealed by the Company.



**REALLY?**—Sam Adams, senior vice president of Construction-Production, was caught by the camera happily wearing his newest T-shirt following NRC approval of the River Bend Construction permit. Along with the shirt came the notation that close proximity to your spouse for eight hours, exposes each to more natural radiation than the average amount you would get from a nuclear power plant in a year.



**THE WINNER**—Loretta D. Savoy, office clerk in Church Point, is flanked on the left by Mike Durham, Safety Director, and Bill Richard, Lake Charles Division Manager, as she receives her \$50 check for the best safety slogan. The check was presented in Lafayette during the regularly scheduled safety meeting.

## Safety Program Is Cited; Slogan Winner Is Named

The months of February and March were especially successful ones as far as the Company's Safety Department was concerned. First the Company was awarded the Tom Hughston Stop Shock Safety Award by the Southwest Electric Safety Exchange. Secondly, Loretta D. Savoy, an office clerk in Church Point, submitted a safety slogan that will be seen and heard throughout the year, "SAFETY - - - Yours, Mine, Ours."

"We can be proud of both accomplishments," said Mike Durham, director of Safety for the Company. "The award from the SESE represents working one year or longer without a disabling injury due to electrical accident, and the new slogan should help everyone keep

their minds on continuing to work safely throughout the year."

Nobody has preached safety on the job more than top management, and the response from employees to the safety slogan contest was gratifying. First runner up was Bessie Esthay, storeroom clerk in Lake Charles, who wrote, "Safety Begins Within." Richard Strother, Engineering Standards & Application in Beaumont, was second runner up with his slogan, "If Not You, Who Will?" Third runner up went to D. W. Smith, substation operator in Port Arthur who wrote, "You, Family, Friend, Safety Wins." The fourth runner up was E. L. Priest, Dayton Superintendent, "The Safety Program Needs You!"

(Continued on page 12)



## Retirements



McReynolds



Wiggins

Rufus A. McReynolds and John B. Wiggins are retiring June 1, after a total of 66 years of service.

McReynolds, a line foreman in Beaumont T&D, was employed in 1946 as a helper. He progressed through various assignments as a lineman and serviceman, and was promoted to utility foreman in 1955.

The native of Malvern, Ark. was promoted to line foreman in 1957.

Wiggins has been a fixture at Louisiana Station since 1940, and is a walking history of the power plant. He has guarded the entrance to the plant in good times and bad, and remembers most the security days of World War II.

Wiggins is a native of Georgetown, La.

### ENERGY

Energy is a problem, that we know  
Our body needs energy to make us grow  
The crisis we're in does make us hurt  
All day we wear a long-sleeve shirt

An energy crisis, most people hate  
Like President Carter and Gulf States  
All energy crisis are bad stuff  
To get rid of them is really tough

Solar power is just one way  
To save our energy for other days  
Fuel is what we now must find  
To get us out of this terrible bind

To conserve energy is a good job  
If you waste it you'll be a slob  
Wasting energy is a bad mistake  
So Save our energy for Pete's sake.

*Brian Breeden*



Brian Breeden

(Editor's note: Much has been written about the energy crisis and its effect on all of us. What has been created by this and past generations may well be solved by tomorrow's leaders, men and women still in school. Maybe by 12-year-old Brian Breeden of Venice, Ill., who wrote this poem especially for Gulf States.)



**COMMENDATION**—Sonny Hebert, left, Port Arthur Division serviceman, receives a commendation from John Conley, operating superintendent, for his efforts in trying to save the life of a heart attack victim.

## Port Arthur Serviceman Cited For Emergency Effort

A heart attack victim in Pearland, Tex., was given a "fighting chance" to survive thanks to the efforts of a Port Arthur Division serviceman, Sonny Hebert, who kept the man alive until Para-medics arrived on the scene.

Hebert was in the Ford Restaurant attending a meeting when one of the men suffered the attack. Hebert began to give mouth to mouth resuscitation while awaiting the ambulance.

A witness at the scene, James D. Delahoussaye of Nederland, wrote Port Arthur Division Manager Summa Stelley, "Even though the man died one and a half hours later in a Houston hospital, I believe Sonny Hebert is to be commended for his quick thinking and action which kept the man alive until the ambulance arrived . . . Thank you very much for being a company which offers first aid training to its employees."

According to Delahoussaye, Hebert kept the man alive for some 15 or 20 minutes until the ambulance arrived.

Pat Murphy, vice president-Operations, cited Hebert's efforts in a personal letter, "Your actions in the incident reflect strong character and a deep concern for the welfare of your fellow man. Words cannot convey the high

degree of admiration we at Gulf States have for you."

Mike Durham, safety director, echoed Murphy's words, "It's a tragedy that the man died despite Hebert's efforts. But at least Hebert gave him a fighting chance. That's something for which Sonny can always be proud."





## Three Day Safety Meeting Held In Baton Rouge

G. I. Cambre, Louisiana State University professor, presented a three day seminar on safety in Baton Rouge recently. The program covered the fundamentals of safety, with an emphasis on discussion of problem areas by the attending group.

On hand were Gene Russell, power plant safety representative; Ray Thompson, safety representative; Mike Durham, safety director; George Cannon, manager of Baton Rouge Division; William Douglas, manager of personnel Services; Ralph Shirley, safety representative; Ronnie Hale, safety and claims representative and Calvin Hall, safety and claims representative.

**KNOW YOUR EQUIPMENT**—Beaumont Fire Department representative Tommy May was on hand at the Main Office to give employees instruction in the proper use of various fire fighting extinguishers installed in the building. May pointed out that improper use could do more damage than good, and that each employee should be aware that different kinds of fires require different kinds of extinguishers.

## Lamar University, GSU Sign Agreement To Investigate Thermal Storage Feasibility

Lamar University and Gulf States Utilities Company have agreed to conduct research into the feasibility of thermal storage cooling systems that could lead to less peak load usage of electricity, primarily caused by summer residential air conditioning, which would, in time, reduce the pressure of GSU having to add very expensive electric generating facilities.

The announcement was made by Dr. K. E. Shipper, dean of the College of Technical Arts at Lamar University, and Charles Glass, vice president-consumer services for GSU.

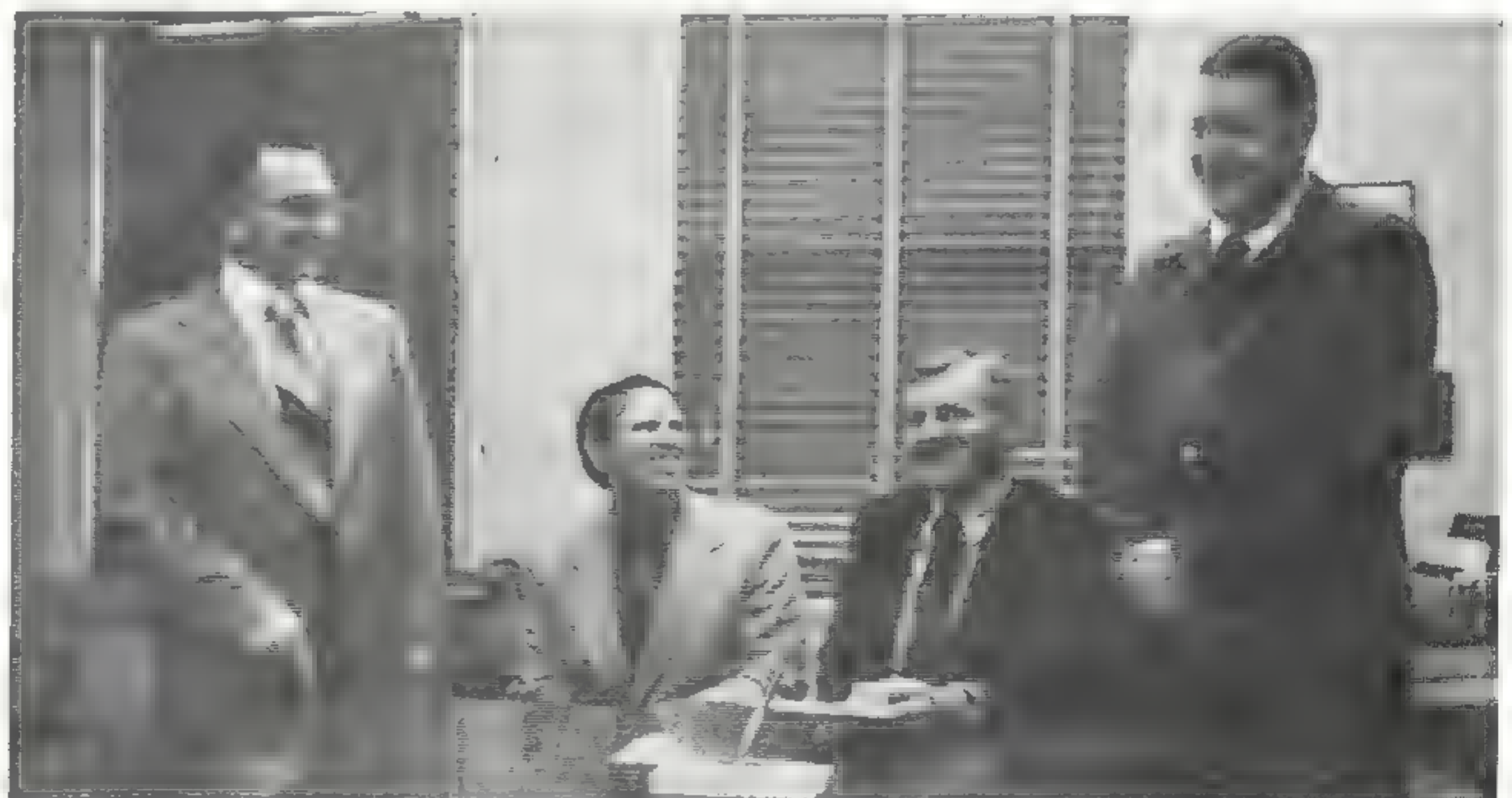
"Lamar's high interest in the project is because it presents an opportunity to participate in a project that could eventually help alleviate the national energy crisis," said Shipper.

"We at Gulf States are working to keep electric service reliable and affordable, and to achieve this goal, we are doing many things that will help reduce the need to add expensive generating equipment to meet, primarily, summer air conditioning demands," Glass stated. "This is one of a number of research projects we are pursuing, and we are proud to be associated with Lamar."

The basic agreement is for GSU to underwrite the cost of designing, operating and evaluating a system to store cooling capacity that could be utilized during hot weather and cut back air conditioning loads.

Charles Gorgey, mechanical engineering

instructor at Lamar U., will supervise the operation phase. Data obtained in the pilot phase will be used to design and install a thermal storage system with heat recovery capacity in a Sabine area residence where data can be obtained during the summer.



**LAMAR UNIVERSITY RESEARCH**—Lamar University was added to a growing list of universities in Texas and Louisiana which are working with GSU in research and development of more efficient ways to use electric energy. On hand for the official signing ceremony are, left to right, Ellis Thompson, instructor in the College of Technical Arts, Dr. Ken Shipper, dean of the College of Technical Arts, Charles Glass, vice president-Consumer Services for the Company, and Brooks Bishop, market research assistant and coordinator of the research project for the Company.





Four wheel drive vehicles are a must when traveling around the River Bend Station Construction site, and sometimes, even that is not enough. On a recent trip to the site PLAIN TALKS learned just how tricky driving in "the hole" can be. In top left, vehicle carrying PLAIN TALKS became bogged down in the backfill, all four wheels spinning freely. In top right, a rescue vehicle also became stuck. Now there were two. In bottom left a third attempt is made and fails. A fourth white knight came riding out of the sunset only to meet the same fate. It finally took a fifth vehicle, a length of heavy chain and an expert driver to unscramble the parking lot.

## THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during February, 1977 covering employee deductions and Company contributions through January, 1977 were as follows:

Type of Stock	Number of Shares	Total Cost	Average Cost per Share
Common \$4.40	7,726	\$109,551.54	\$14.180
Preferred	51	3,015.05	59.119

The Trustee deposited \$87,560.07 with the Savings Department of the First Security National Bank.

Number Shares	Per Share Price	Total Cost
<b>Gulf States Utilities Company Common Stock:</b>		
1,045	14 1/8	\$ 14,760.65
1,800	14 1/8	25,767.00
200	14 1/4	2,888.00
1,700	14	24,123.00
300	14 1/8	4,294.50
2,600	13 7/8	36,569.00
81	14	1,149.39
<b>7,726</b>		<b>\$109,551.54</b>
<b>Gulf States Utilities Company \$4.40 Preferred Stock:</b>		
6	56 1/2	339.00
40	58 1/2	2,377.60
5	58 3/4	298.45
<b>51</b>		<b>\$ 3,015.05</b>



# Safety...

from page 8

"In all, some 124 entries were received," said Ray Thompson, safety representative. "Deciding the winner was not an easy job."

Some of the other notable suggestions included a picture of a turtle with a brick landing on its head and the slogan, "Don't Stick Your Neck Out", a suggestion to print the words, "Safety Starts Under Here" on hard hats and other head wear; still another employee said the slogan should be, "Safety Workers are Longer Lovers", and finally, "Stay Out of Heaven in '77."

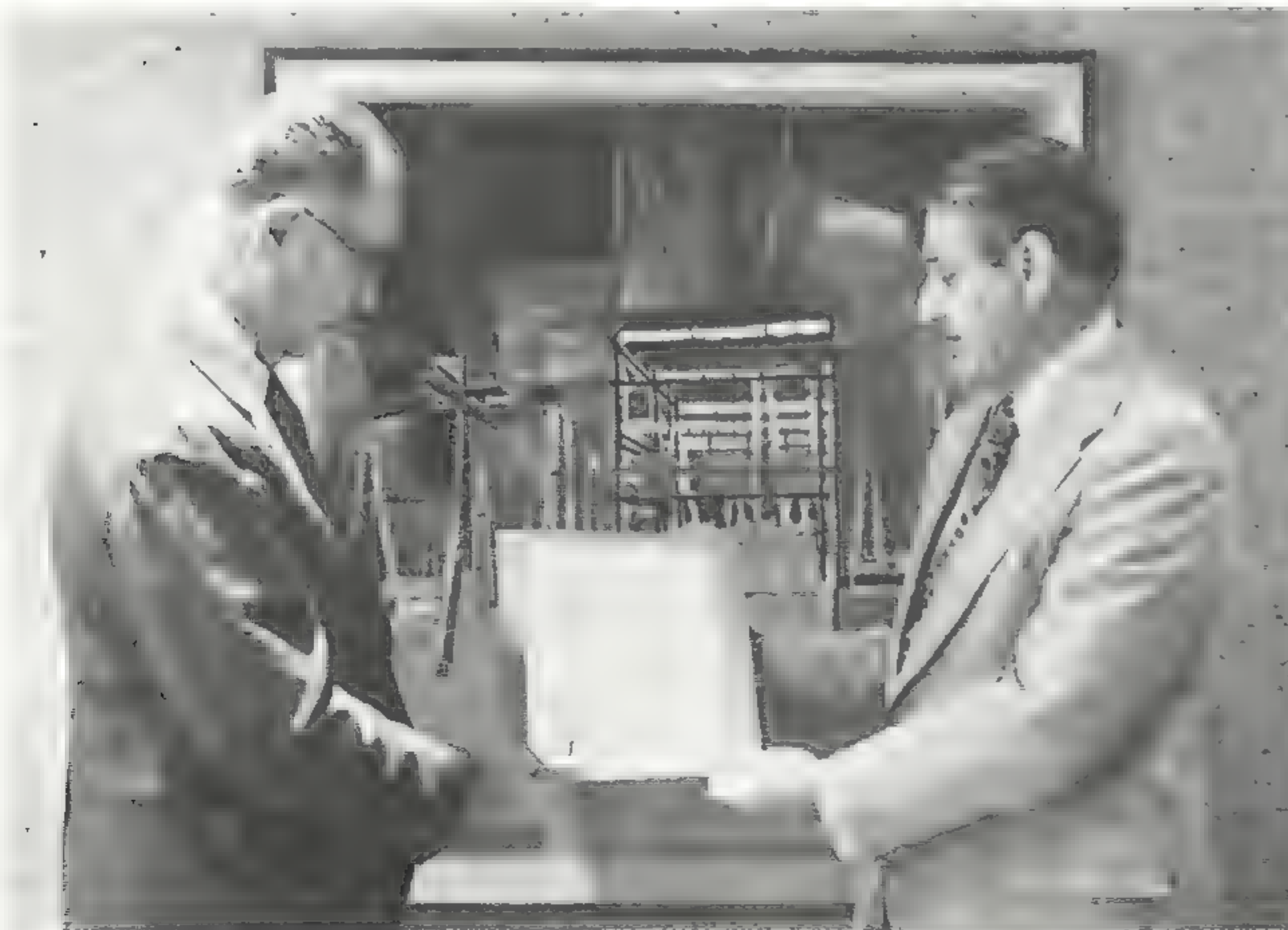
Durham said the slogan and suggestions covered every possible situation. "Some took a humorous approach, others very serious. All of them made the point that safety on the job is a serious subject. We appreciate the efforts of everyone who participated in the contest."



**DELTAC COURSE**—Frances Englebrecht, standing, recently completed instruction for selected employees on the proper way to handle customers in all situations. The course is designed to help customer contact employees successfully deal with day to day problems that often arise when in daily contact with the public.

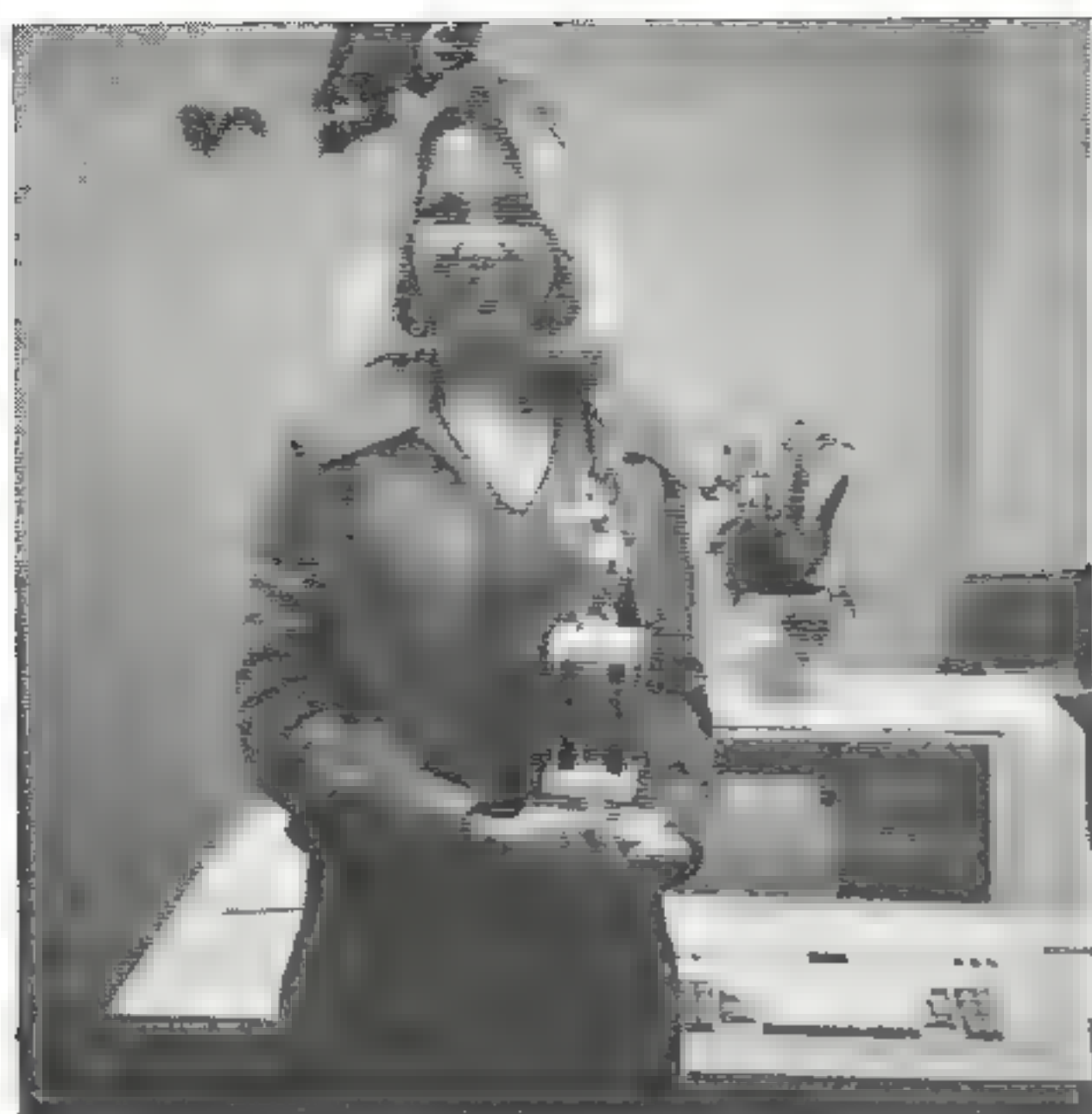


**LIFE SAVING**—A basic life saving support course was given at Lewis Creek Station covering what to do when confronted with a emergency related to drowning, heart attack, poison, smoke inhalation, etc. C. W. Fowler, above, practices mouth to mouth on a dummy. Donna Swaim and Rose Harris conducted the course with the backing of the American Heart Association. (D. W. Rutherford)



**SELECTED FEW**—Floyd R. Smith, left, Chairman of the Board of the Company, receives recognition from the U.S. Treasury Department. T. Guy Brown, right, state director of the Treasury's Savings Bond Division, announced that Smith was one of only 63 men in the nation to be designated Area Campaign Chairman for the 1977 drive. Vice President Earl White will assist Smith in the effort.





**A NEW STAR**—Bonnie McDaniel (computer room-Beaumont S.C.) proudly displays her second place trophy which she earned in the Beaumont Municipal Springtime Tennis Tourney in March. She, and her partner (Kay Caraway) finished second in the Women's B. Doubles. (Billy Toups)

### EAST COAST SAVED BY NUCLEAR POWER

Nuclear powered electric generation "saved" the eastern United States in wake of one of the coldest winters of record.

Columnist Frank Starr of the Chicago Tribune wrote, "It can probably be said, with only slight exaggeration, that nuclear power bailed the country out of an emergency on the morning of Jan. 17."

Jan. 17 was the date when the winter energy crisis "peaked", and utilities were pushed to the limit.



**LUNKERS**—If you want to learn the secret of catching lunker bass in Toledo Bend Reservoir, just ask Burt Duhon or Joe Gresko of Lafayette. Burt, on the left, managed to boat this ten pounder, while Joe had to be content with a mere eight pounder. For those of us who can't even catch a cold, how do you do it? (Mona Burris)

**TOM HUGHSTON**

**STOP SHOCK**



**SAFETY AWARD**

*Presented by the...*  
**SOUTHWEST ELECTRIC SAFETY EXCHANGE**

*To*  
**Gulf States Utilities**

*For Working One Year Co. Area Without A disabling  
Injury Due To An Electrical Accident*

*From* JUNE 2, 1975 *To* \_\_\_\_\_ *Awarded* FEBRUARY 10, 1977

**A RARE AWARD . . . See story on page 8**

## "BREAK - BREAK FOR GSU CBers"

PLAIN TALKS wants to compile a company CB directory listing the names, handles, and locations of all you out there who own sets. The directory will be of a size that easily fits into a glove compartment. Many times you have probably spoken to another GSUer and never knew it. Now you can. This information can be very helpful as well as just plain fun. Should you have car trouble, it would be nice to know the handles of other GSUers in the area. Send in the information to PLAIN TALKS today . . . the directory will be published in mid-summer.

The Salamander  
Beaumont

NAME \_\_\_\_\_

YOUR HANDLE \_\_\_\_\_

LOCATION \_\_\_\_\_

CHANNEL YOU MONITOR MOST \_\_\_\_\_



# PEOPLE ON THE MOVE



Bob Summers



Mike Chapman

**Robert J. Summers**, former claims representative in Beaumont, has been promoted to claims director.

The Memphis, Tenn., native is a 21 year veteran of the Company. He was employed in 1949 in Beaumont T&D, and progressed through various classifications until 1962 when he took a leave of absence to fulfill an elected position with the Independent Electrical Workers Union. Reinstated in 1969, he was named utility foreman in 1970 and became claims representative in 1973.

Summers is a two year veteran of the Air Force, and is married to the former Olga Wengren of Cleveland, Ohio. The couple has two daughters, Linda K. Wilson and Connie Lee Davis.

Summers is a member of the Texas Claims Association, and serves on the Legal & Claims Committee of the Southeastern Electric Exchange. While attending Franklin College, Summers was named an All-Conference Linebacker on the football team.

**Cleo S. Tolley**, senior stenographer in System Marketing-Beaumont, has been promoted to executive secretary reporting to the Vice President-Customer Services.

Mrs. Tolley, a 16 year employee, is a native of New Orleans. She was hired in 1960 as a stenographer. She was promoted to senior stenographer in 1963.

Mrs. Tolley is married to Charles Tolley, and the couple has one son, Brian, a junior at Nederland High School.

**Clara K. Lackey**, Personnel Department clerk, has been promoted to personnel assistant.

Mrs. Lackey, a native of Swift, Tex., has been an employee since 1960 when hired in Beaumont Division accounting as a clerk. She was named billing clerk in 1961, and in 1962 was transferred to General Accounting. She was promoted to senior clerk in Payroll Accounting in 1964 and transferred to the Personnel Department in 1967.

She and her husband, Nelson, have one son, Roy, a junior at Forest Park High School.

**Michael W. Chapman**, personnel representative, has been promoted to coordinator-Personnel Recruitment in Beaumont.

Chapman, a native of Prague, Okla., was employed in 1972 as administrative accountant in Beaumont. He was named internal auditor in 1973, and promoted

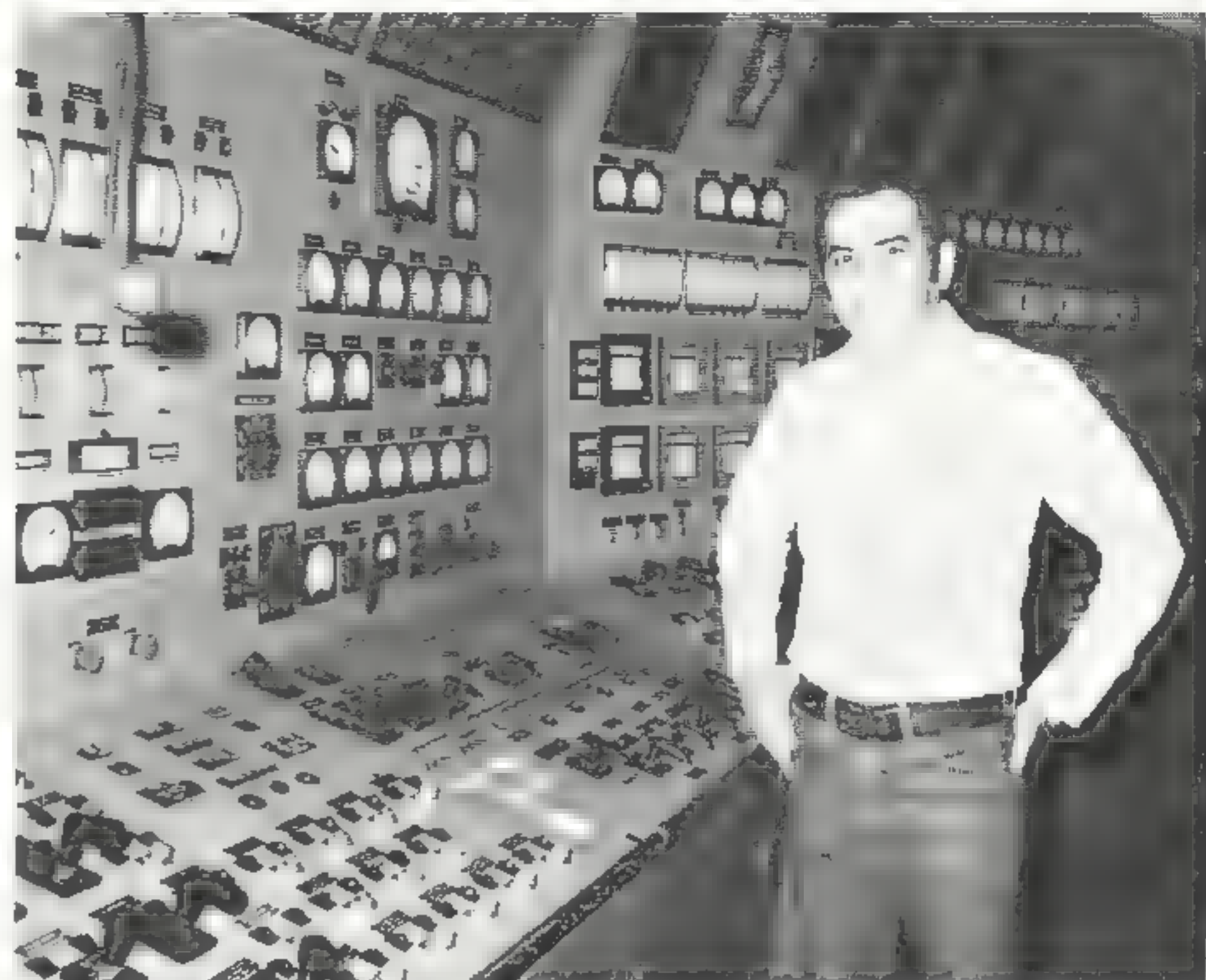


Cleo Tolley





**Sam Badger**



**David Harvey**

to personnel representative later that same year.

A graduate of McNeese State University in 1972 with a degree in management, Chapman is active in the College Placement Council, the Southwest Placement Association and the Southern Placement Association.

Chapman is the father of one son, Michael Shane, and is an avid golfer.

**Ronald J. Paille**, repairman at Louisiana Station, has been transferred to Quality Assurance at River Bend Station and promoted to quality assurance representative.

A native of Dutchtown, La., Paille was employed in 1966 as a mechanic's helper at Louisiana Station. He progressed through several classifications and was named first class repairman in 1970.

Paille is married to the former Maxine Reeves of Baton Rouge and the couple has two children, Shuntel and Ronald, Jr.

He is active in the Lake Forest Park Civic Association and the UCT Association. He also coaches baseball during the summer months.

**Samuel E. Badger**, former senior consumer service representative in the Port Arthur Division, has been transferred to Beaumont and promoted to communications representative in System Marketing.

A graduate of Texas A&M University with a business administration degree in Marketing, Badger was employed in 1973 as a residential sales representative.

The Port Arthur native is a veteran of the U.S. Army, and is married to the former Brenda Arredondo of Groves, Tex. The couple has one child, Brock, born in 1975.

**David M. Harvey**, equipment operator at Lewis Creek Station, has been promoted to control operations foreman.

He is a ten year employee having begun his career at Neches Station as operator's helper. He was promoted to auxiliary operator in 1969, and in 1970 was promoted to turbine operator. He was transferred to Lewis Creek in 1970 as equipment operator.

Harvey is a veteran of the U.S. Navy, and is married to the former Linda Garcia of Beaumont. The couple has two sons, David, Jr., and James.



**Ronald Paille**



# PEOPLE ON THE MOVE

**Van B. Hereford**, supervisor-Credit & Collections in Baton Rouge, has been promoted to coordinator-Consumer Credit, along with **George M. Davis**, former supervisor-Customer Relations.

Hereford, a Conroe native, is a 22 year veteran of the Company. He was employed in 1955 as a senior accounting clerk in Beaumont. He has held various assignments in Beaumont working in General Accounting, System Billing and Statistical. He was promoted to accountant in 1960, and in 1963 was promoted to supervisor-Customer Accounts, and transferred to Baton Rouge.

He is a 1955 graduate of Sam Houston University in Huntsville with a business degree. The Army veteran is married to the former Mary Elizabeth Carter of Newton, Tx., and the couple has two children, Debra Kay and Kelly Stephen.

**Davis**, a Baton Rouge native, is a 1961 graduate of Southeastern Louisiana University in Hammond with a degree in business administration. He has been an employee since 1969 when hired as residential sales representative. In 1971 he was transferred to Denham Springs, and in 1974 returned to Baton Rouge and promoted to supervisor.

**James C. Milton**, engineer in Engineering Design, has been transferred to Power Plant Construction and promoted to staff engineer.

Milton, a graduate of Mississippi State University in 1969 with a degree in electrical engineering, is an eight year employee.

He is a registered Professional Engineer in the state of Texas.

**Robert L. Petry**, supervisor-Customer Accounts in Baton Rouge, has been transferred to Internal Audits at River Bend Station and promoted to senior internal auditor.

An Orange, Tex., native, Petry was employed in 1968 following his graduation from Lamar University with a degree in business administration. In 1970 he was transferred to Baton Rouge and promoted to Customer Relations supervisor, and in 1974 was named supervisor in Customer Accounts.

The Army veteran is married to the former Carol D. Higdon of Clarkson, Ky., and the couple has two children, Bruce and Misty.

**Nancy R. Foley**, stenographer in Material Services Department in Baton Rouge, has been promoted to executive secretary reporting to the Vice President-Baton Rouge Division.

A native of New Orleans, Mrs. Foley has been an employee since 1976. She is a graduate of McDonogh High School and attended Southwestern Business College. Nancy and her husband, Jack, have three children, Jay, Lisa and Jean.

**Ronald M. Rollins**, engineer-Engineering Design, has been transferred to Transmission Planning as engineer.

Rollins is a 1970 graduate of Lamar University with a degree in electrical engineering. The Orange, Tex., native joined the Company in 1971 in T&D in Conroe, and in 1974 was transferred to Beaumont.

**Guy V. Manning**, engineer-Beaumont T&D, has been transferred to Engineering Design-Construction.

A Lake Charles native, Manning is a 1974 graduate of Lamar University with a degree in electrical engineering. He is married to the former Diane Manning of Beaumont.

Manning was employed in 1974 as an engineer in Beaumont T&D.

**John E. Holmes**, attendant-Building Equipment, has been transferred to Financial Services and promoted to financial analyst.

Holmes has been an employee since 1973, and in 1974 graduated from Lamar University with a business degree in management.

He is a native of Des Moines, Iowa.

**Carolyn V. Thaggard**, senior stenographer-Transmission Planning, has been transferred to Industrial Relations and promoted to Personnel Department clerk.

Ms. Thaggard, a native of Port Arthur, was employed in 1967 as a departmental clerk in Transmission Planning. She became a stenographer in 1970, and senior stenographer in 1971.

She has one son, Kurt Van Thaggard, a fifth grader at Langham Elementary School in Nederland.





**Van Hereford**



**James Milton**



**Robert Petry**



**Carolyn Thaggard**



**Guy V. Manning**



**George Davis**



**John Holmes**

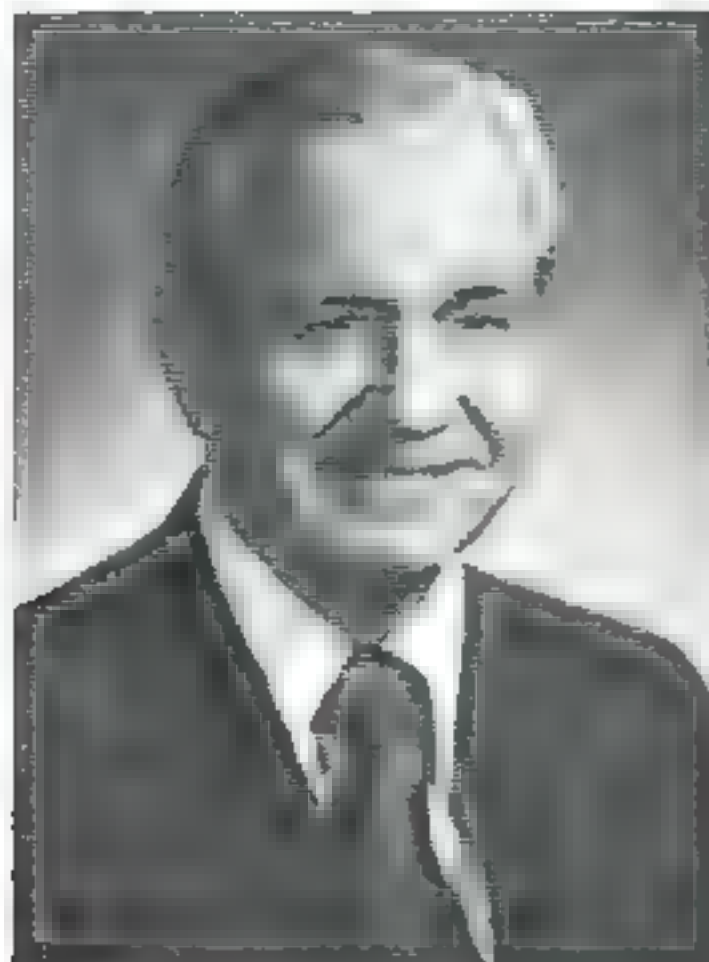


**Nancy Foley**



# SERVICE AWARDS

## 40 Years



**Ralph Ellis**  
Internal Audit  
Beaumont



**Melvin C. Garman**  
Electric T&D  
Jennings



**J. V. Lasyon**  
Division Production  
Beaumont



**John Prescott**  
Division Production  
Beaumont

## 30 Years



**Zachary B. Brown**  
Division Production  
Beaumont



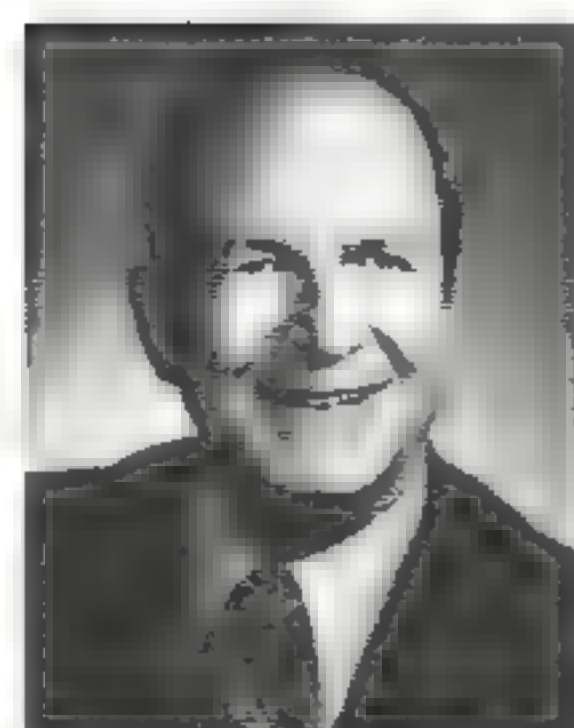
**Marian Chambers**  
Division Production  
Beaumont



**Steve Dent**  
Division Production  
Baton Rouge



**Dan G. Dumas**  
Division Production  
Port Arthur



**Paul A. Harrington**  
System Operations  
Beaumont



**Otha C. Hughes**  
Division Accounting  
Beaumont



**Cliffred C. Kuritz**  
System Production  
Beaumont



**Douglas J. Provost**  
Electric T&D  
Lafayette



# 20 Years



**Cornelius Arline**  
System Operations  
Beaumont



**James T. Bryant**  
System Engineering  
Standard & Applications  
Beaumont



**Peter H. Carney**  
System Operations  
Beaumont



**Elcie J. Guillory**  
Division Accounting  
Lake Charles



**Marvin B. James**  
Electric T&D  
Gonzales



**Jessie Lafayette**  
Gas  
Baton Rouge



**Charles E. Martin**  
Electric T&D  
Beaumont



**David H. Mayo**  
Division Production  
Beaumont



**Morris J. Rabalais**  
Division Production  
Baton Rouge



**George D. Rice**  
Division Production  
Port Arthur



**Johnny L. Sullivan, Sr.**  
System Engineering  
Services  
Beaumont



**Robert J. Waltrip**  
Electric T&D  
Jennings



**Prentice W. Ward**  
Tax Services  
Beaumont



# SERVICE AWARDS

## 10 Years



**Mary E. Alberto**  
Material Services  
Beaumont



**Gerald Bailey**  
Electric T&D  
Port Arthur



**Daniel R. Crocket**  
Electric T&D  
Baton Rouge



**Roy J. Dowden**  
Division Production  
Lake Charles



**Gerald L. Fruge**  
Electric T&D  
Lafayette



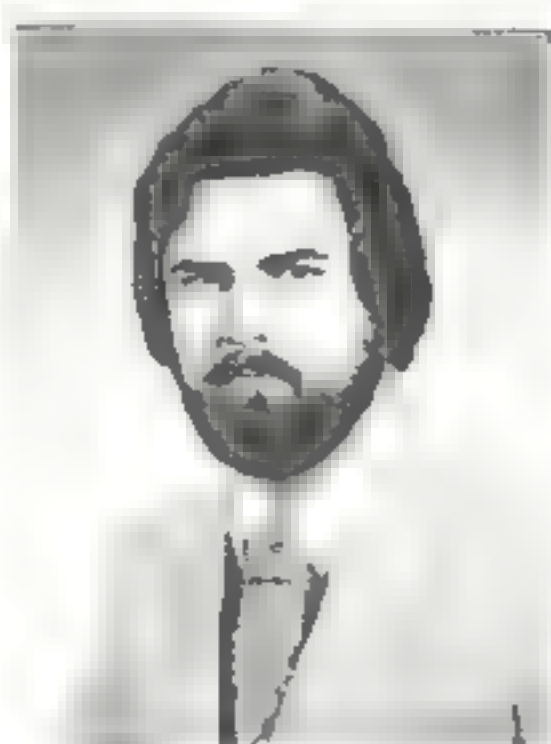
**Horace J. Gradney**  
Electric T&D  
Lake Charles



**Jerry W. Griffin**  
Electric T&D  
Baton Rouge



**David M. Harvey**  
Division Production  
Conroe



**Elmo J. Lambert, Jr.**  
Electric T&D  
Baton Rouge



**Earl B. Landry, Jr.**  
Division Production  
Beaumont



**Paul L. Lane**  
Electric T&D  
Beaumont



**Curry Mitchell**  
Electric T&D  
Beaumont



**Tommy G. Norris**  
System Engineering  
Design  
Beaumont



**George Pickings, Jr.**  
System Operations  
Beaumont



**Darlene S. Roberson**  
Financial Services  
Beaumont



**Richard J. West**  
Electric T&D  
Baton Rouge



**Lloyd L. Williams**  
Electric T&D  
Baton Rouge



**Ellis W. Varnado, Jr.**  
Electric T&D  
Baton Rouge



# Winter Brings Appreciation Of Service

Woodville, Texas

To the men of Gulf States:

We want to thank each of you, very much, for working so long, in the cold weather, to restore the electrical power to our homes.

We prayed for you, and love each of you.

Thanks again,  
Mr. and Mrs. R. G. Barnes

Mr. Gene Mullin  
Gulf States Utilities Company  
1525 Cypress Street  
Sulphur, La. 70663

Dear Gene:

I'm writing to express my personal appreciation and that of W. R. Grace & Co. for the prompt, efficient restoration of service following the power interruption at our plant yesterday afternoon. A crash shutdown affecting the entire plant is always troublesome, resulting in loss of material and production, and because of the unusually cold weather there was a potential serious threat to our equipment. Your emergency crew was on-site in about fifteen minutes and power was restored in a little over two hours, permitting us to start up again before dark and falling temperatures. Fortunately our start up problems were minimal.

Please thank those responsible. Service like that is one of the reasons we enjoy doing business in Southwest Louisiana.

Sincerely,  
James R. Hyde  
Plant Manager

Lake Charles, La.

I want to commend the Gulf States Utilities Co. for restoring electrical service as soon as they did to all of us south of the Interstate 210 bypass Sunday.

We all need to thank them for their untiring effort in restoring electrical service as soon as they did and in such awful weather as they had to work in.

I know they had to call out emergency crews (who were on their days off) to go to work to help us.

Sometimes we take these services for granted and never stop to thank our Lord for such a wonderful blessing of a push-button life we are all having now.

Let us all thank God for everything he has given us and praise our utilities company for doing such a wonderful job.

Mrs. Mary Duhon

Sulphur, La.

Dear Friends,

Please accept our gratitude for leaving your warm homes Sunday, January 2, to make the necessary repairs to electric lines for restoration of electricity to our home.

We want you to know that we truly appreciate your efforts the year around but particularly on a freezing wet day like Sunday.

Thank you, thank you a million times over.

Sincerely,  
Mr. & Mrs. C. A. Edwards

Conroe, Tex.

To the Editor:

All of us have a tendency to take our conveniences for granted until they suddenly become necessities as did the need for heat in our homes Sunday.

Though we may have mixed emotions when we pay our Gulf States Utilities bill, one thing we are all agreed on: The GSU crew who labored long and hard in sleet, snow and freezing cold to restore the power in our neighborhood are the greatest.

Our sincere thanks to them and to Mr. Estes.

Gratefully,  
Mrs. Reva Gilmer  
Sour Lake, Texas

Dear Sirs:

I would like to tell you what good service I received when my lights were off.

I came home from a trip on Sunday afternoon, Feb. 6, to find that a pecan limb had fallen on my electric light wires and broken them and I was without power.

Being Sunday, I was wondering if I would have to wait until Monday to get service. I called Helen Cunningham and she had me call David here in China and he was here within 30 minutes and fixed it.

I certainly was relieved to get it fixed so soon and appreciate the prompt service.

Yours truly,  
Mrs. F. D. Towry

## high winds hit area

"Those men must go through things we never think about. We sure have a love for them."

That was the way Mrs. G. G. Kesner of 5065 Laurel, Beaumont, described the efforts of GSU T&D personnel who responded to service interruptions during the night of March 26, when tornado velocity winds ripped through sections of Beaumont. The winds were spawned by a fast moving front, and resulted in wide outages along with some damage to homes and trailer parks.

"We heard the tornado pass over our neighborhood. It was close. I

won't forget that sound. Your men did a tremendous job and we appreciate it. We can depend on you (GSU), and I don't care what you have to charge."

Mrs. Kesner went on to say that many people probably don't consider what linemen have to go through, and that she thought GSU might like to hear a compliment now and then.

She was right. "Her call was the first positive news I had that morning," said Pat Murphy, vice president. "And she's right," he continued, "I think the men would like to know their work is appreciated."



## Reporters

When you have any news or a story you think would be interesting to other Gulf Staters, contact the reporter nearest to you, or write or call the **PLAIN TALKS** editor, Pat McMeel, in Beaumont. Notify *PLAIN TALKS* reporters of any event that is happening in your area that the magazine should cover. A complete list of reporters and their locations is given below. If any persons named are no longer with the company or no longer active reporters, please contact Pat McMeel. Persons wishing to become *PLAIN TALKS* reporters should also contact the editor. We can never have too many reporters.

**BATON ROUGE:** Margie Force (T&D); T. Boone Chaney (T&D), Melanie Hima (T&D), Jack Gautreaux (T&D), James W. Bello (T&D), GERALYN WILLIAMS (Gas), Glenda Boyd (Acct.), Mary Smith, Robert Graves (Storeroom), Susan Wilks, Debbie Lynn (Engr.), Linda Nelson (Meter), Debbie Reeves (Sub.), Rhonda Cheek (Govt. St.)

**BEAUMONT:** Bill Troups (S.C.), Carolyn Motl (T&D), Ann Ogden, Edy Matthews, Dorothy Nowell, Carolyn Thaggard, Gina Collins, Gene Russell.

**CALVERT:** Betty Dowell.

**CLEVELAND:** Edd Mitchell.

**CONROE:** Frances Elliot, Marilyn Key, Pat Jones.

**DENHAM SPRINGS:** Lenelle Juban.

**GONZALES:** Billie Fortenberry.

**HUNTSVILLE:** Karen Morley.

**JENNINGS:** Earl Mayfield.

**LAFAYETTE:** Mona Burris.

**LAKE CHARLES:** Billie Belvin (Garage), Edith Patterson (T&D), Janet Followay.

**LA. STATION:** Marilyn Nicholson.

**LEWIS CREEK:** D. W. Rutherford.

**MADISONVILLE:** Jean Tinsley.

**NAVASOTA:** Betty Dickschat.

**NECHES STATION:** Terry Bond.

**NELSON STATION:** Martha Caldwell.

**NEW CANEY:** Diana Winkelmann, Paul Mosley.

**ORANGE:** Doris Womack.

**PORT ALLEN:** Adele Vavasseur.

**PORT ARTHUR:** Sue Williams, Lorraine Dunham (S.C.)

**SABINE STATION:** Darlene Faires, Fred Kressman.

**SOMERVILLE:** Mary Brock.

**SULPHUR:** Pearl Burnett.

**WILLOW GLEN:** Dora Landaiche, James Veatch.

**WOODVILLE:** Alene Cole.

**ZACHARY:** Myra Ponthier.



**DEER SLAYERS**—Dick Landry, left, industrial engineer in the Western Division, and retired GSU'er Sparky Sparks, found good hunting in the Palo Duro Canyon area of north Texas this past season. Both mule deer had nine point racks and field dressed at more than 200 pounds. The pair hunted on the Cogdell Ranch south of Amarillo.



**GOOD SHOT**—Kyle Landry, 15-year old son of Dick Landry, also had good luck this season hunting in Montgomery County. Kyle dropped this eight pointer on the first weekend of the season. It was his first deer, but probably not his last.





**ANNIVERSARY**—Frank LeMire, supervisor-Credit & Collections in the Beaumont Division, was surprised by his friends and co-workers with a cake on his 25th anniversary with the Company. The cake didn't last long. It went almost as fast as the 25 years.



**ZZZ**—Loren Leigh Winstead doesn't much care one way or the other if anybody takes her picture. Loren, four weeks old at the time of this picture, is the daughter of Carolyn and Warren Winstead. Carolyn is a departmental clerk in the Engineering Department in Baton Rouge. Loren weighed in at seven pounds, fourteen and a half ounces, and measured 18 and one half inches. She was born on Jan. 31, 1977. (Rhonda Cheek)



**GRADUATES**—Petty Officer Second Class Kerry Hughes, son of Richard and Elaine Hughes of Baton Rouge, has recently graduated from the U.S. Navy's Naval Nuclear Power School in Idaho Falls, Idaho. Hughes, meter foreman, said his son is now qualified for supervision, operation and maintenance of a naval nuclear propulsion plant. Kerry has been assigned to the USS Seahorse, a nuclear submarine based at Charleston, S.C. (Rhonda Cheek)



**LOOK HERE!**—Guy Manning was given a goodbye and good luck party by his friends and co-workers at the Beaumont Service Center in February. Guy was transferred to the Main Office working in Engineering Design. He was given a set of bookends and a key chain, plus a delicious cake. (Carolyn Motl)



**O. K. MOM?**—Little two year old Robin Grossenbacher is practicing her skills at the oven early in life to prepare herself for a career as a Consumer Service Representative for the Company in the year 1997. She is the granddaughter of Frank Robinson, District Superintendent at Huntsville, Tex. (Karen Morley)





**NEW ADDITION**—Larry J. Heintze, serviceman in Electric T&D in Baton Rouge, is a proud new papa. He readily admits that his wife, Carolyn, had a little to do with it. Carolyn gave birth to a seven pound, seven ounce, boy on Nov. 7. He has been named Clay. Clay, at two months, looks quite happy with the world. (Rhonda Cheek)



**LITTLE JOHN**—The Government Street office in Baton Rouge has been more than just a little busy lately with babies. Another new addition is John B. Reeves, III, born Jan. 10. John is the son of John and Debbie Reeves. Debbie is a departmental clerk in the Substation Department. At the time of this picture John was six weeks old, and weighed eight pounds, two ounces. (Rhonda Cheek)



**FAREWELL PARTY**—John Malik, left, was given a farewell sendoff by his boss, Howard Mack and his fellow co-workers at a party held in Lake Charles. Malik was given a pen and pencil set and name plaque for his desk.

**ANOTHER NELSON**—Linda and Buzz Nelson have another mouth to feed with the birth of their daughter, Danielle Alaine, on Jan. 5. Linda is a clerk in the Meter Department, and Buzz is a relayman. This young lady came into the world at six pounds, six and half ounces, and was twenty and a half inches long. A month later (in picture) she had grown to nine pounds, two ounces. (Rhonda Cheek)



**UNDERWATER FARMING?**—Kevin Russell, third from left, and his classmates at Langham Elementary School in Nederland, created an exhibit to illustrate what they think farming will be like in the year 2000. Kevin is the son of Gene and Gerri Russell. Gene is a safety representative for the Company. In spite of all the changes they predict for the future, the hamburger will remain the same . . . they hope.

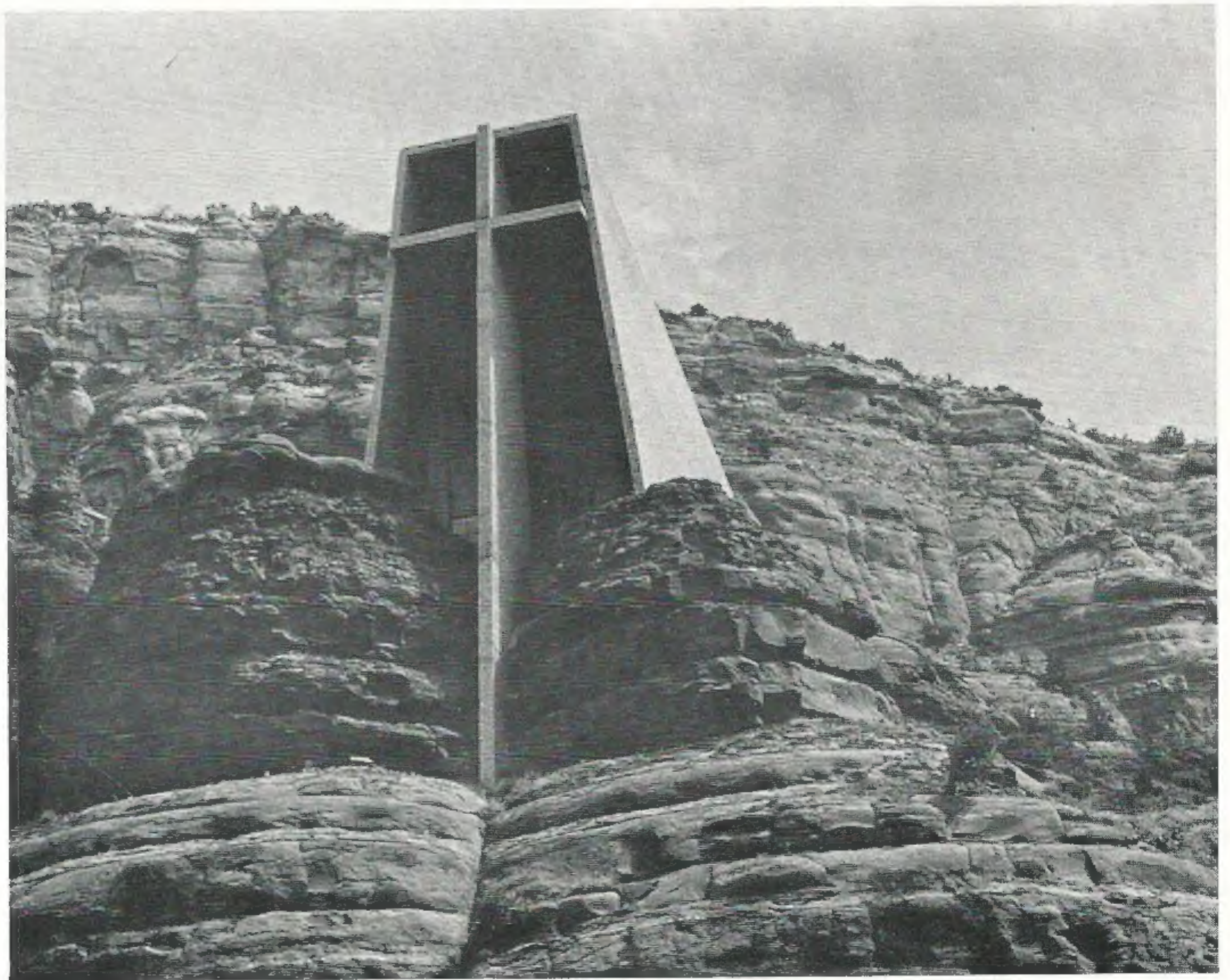


# YOUR BEST SHOT

Almost everyone at one time or another has taken what he considers to be his "best shot."

If you have a best shot you would like to see reproduced here, send it, with the negative if possible, to the PLAIN TALKS office in Beaumont. Your picture can be of any subject, taken with any camera. If selected for use it will automatically be in the running for "Best Shot of the Year," with the winner receiving a nice plaque. Okay . . . take your best shot.

**Charles Foss, Marketing Department in Baton Rouge, submitted this photograph of an Arizona chapel constructed in memory of a prayer to God that was answered. Located in a remote area of Oak Creek Canyon, the chapel was built by a couple who promised God if he would send home their son in safety from World War II, they would build a chapel in God's name. The son returned, the chapel constructed.**



**Foss used a 35mm Pentax camera with 135 mm telephoto lens. Shutter speed of 125, with a lens opening of f8.**



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